

The **CAROLINA**
FARMER

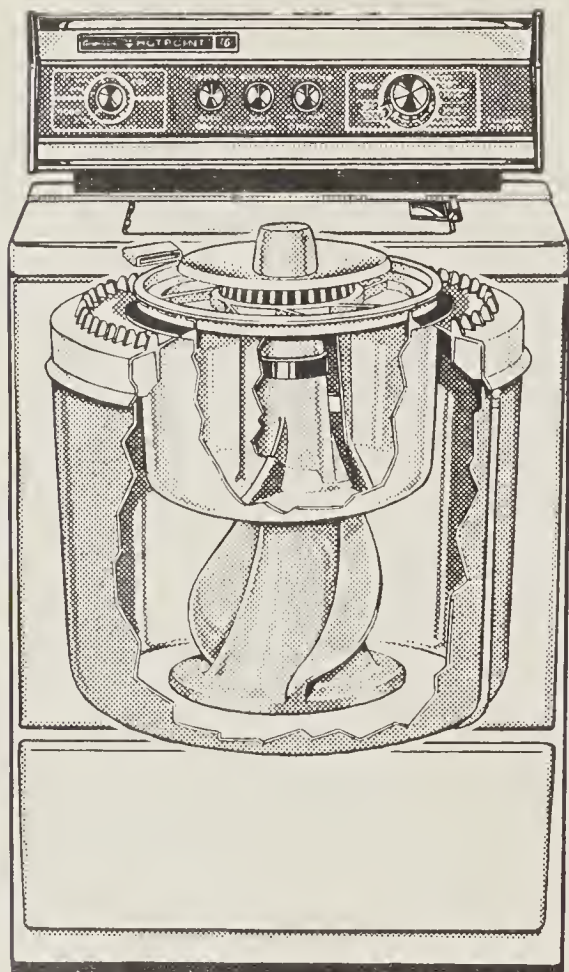
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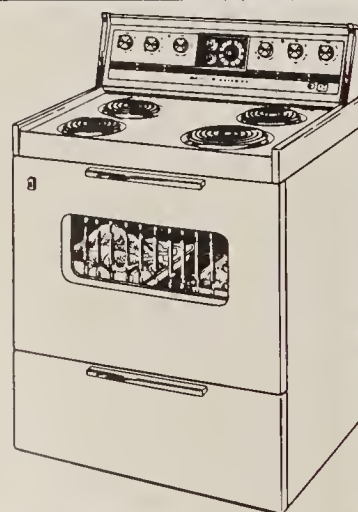
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The **CAROLINA FARMER**

Vol. 24, No. 4, April, 1969

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How to Stop Taking a Licking

Anybody who grows things to sell works too hard to sell what he grows at less than the best price.

Yet many North Carolina farmers are getting less than the best price for their crops because they don't follow good marketing practices and because they aren't organized.

Good marketing practices are as important as good farming practices. And organization is as important to the farmer as to businessmen and trade unionists.

Enlightened farmers already realize this. They've set up their own marketing systems and organized marketing cooperatives. They've learned to act together so that their berries, fruit and vegetables reach the market in clean, uniformly graded and salable condition, and their cooperatives' labels are seals of quality commanding buyer preference.

Unfortunately other farmers aren't following their example. The condition in which flue-cured tobacco reaches processing plants is evidence of that. During a tour of two large plants at Wilson which process tobacco for overseas shipments, a group of farm press, radio and television representatives saw many bundles of untied flue-cured leaf, much of which had been bought in North Carolina, containing green leaves and suckers, sand, string and debris. Tobacco industry officials who conducted the tour reported that in some cases rocks and pieces of bricks and concrete blocks are found buried in the sheets, presumably to make weight.

The tobacco farmer has too much at stake to let untied tobacco become suspect on the market. He can't afford to let buyers make bids on the assumption that part of what they buy will be scrap, sand, litter and weight-cheating additives.

North Carolina's tobacco farmers are resourceful. They have shown through the Flue-Cured Tobacco Stabilization Corporation (a cooperative) they can come together to face common problems.

Let them go then a step farther. A practical step would be to establish tobacco grower cooperatives in the principal tobacco counties—or in the various communities of these counties. These cooperative groups could establish standards, see that standards are met, speak effectively for their members in seeking long-needed reforms in the present marketing system and bargain to the end that the grower become accepted fully as the important factor he is in the tobacco industry.

It would take some doing. But it would beat taking the licking too many tobacco farmers take every time they sell their crops.

Jim Chaney

COVER—The presiding officers of the two chambers of the 1969 General Assembly, Speaker of the House Earl Vaughn (left) and Lt. Governor H. Pat Taylor Jr., are helping shape decisions and legislation which will affect everyone in North Carolina. The Carolina Farmer salutes them and all the members of the General Assembly and presents on page 6-7 a special report on a crucial decision the legislators must make.

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Hamil Pledges REA to Strong Co-op Program

Rural Electrification Administrator David A. Hamil told the National Rural Electric Cooperative Association meeting in Atlantic City he will do his "very best" to keep electric co-ops strong and growing.

Hamil, who noted he has been a member of the rural electric "family" since the sign-up days of 1937, previously served as REA head during the Eisenhower administration. He said he had not accepted a second tenure to see "our" program wither on the vine or to preside over its liquidation.

He pledged support for the co-ops in their efforts to obtain wholesale power at reasonable rates and to promote rural development.

"The rural electrification program is one of our Federal Government's finest programs, doing as much or more than any other program to bring about better living and greater economic opportunity in our rural areas," Hamil said.

"... I want to make it clear to you and to all in the American power industry that this (the Nixon) Administration rejects the ridiculous claim we hear so often that the job of rural electrification is done. Nothing could be further from the truth..."

"How can it be said our job is done in rural America when the record shows that the input of power on our systems is doubling every 7 to 10 years? And that new consumers are coming on our lines at the rate of better than 150,000 a year? ... When we know that any electric system ... requires constant heavying-up to accommodate the needs of old consumers who continue to use more and more power? ... When we know that more and more people are moving into our country-side to escape the pressure of our cities? ...

"It will be REA's policy to help borrowers obtain an adequate and reliable source of power at rates

"I pledge with all the resources at my command and with all my heart and energy to do my very best to keep and maintain electric cooperatives as a growing and strong segment of the (electric) industry... I pledge that the status quo is out, that growth, sound and businesslike growth, meaningful to consumers, helpful to the rural areas and a boon to our nation, is in. I did not accept a second tenure as REA administrator to see our program wither on the vine or, as I said in my first address to you in 1957, to preside over its liquidation."

that will permit consumers to make intensive and productive use of it. As I interpret the legislative background of REA, this is a prime purpose of the Rural Electrification Act, and that policy will prevail...

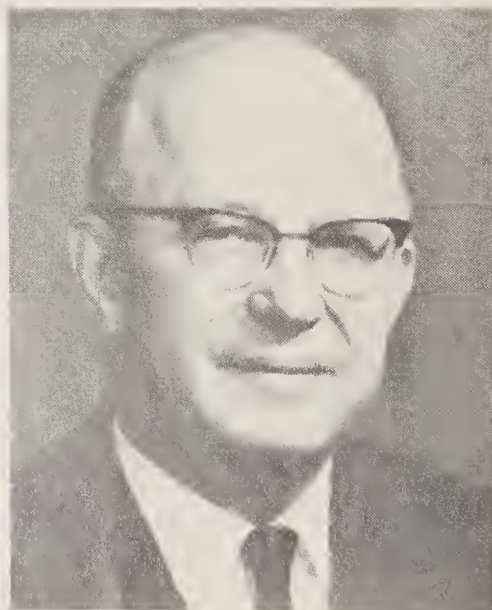
"... I repeat what I have often said ... that the REA-financed systems are here to stay, that indeed they are a part—an important part—of the nation's electric power industry.

"I pledge with all the resources at my command and with all my heart and energy to keep and maintain electric cooperatives as a growing and strong segment of the industry ... REA's role is to help you, and another pledge I make is that you will get that help.

"We shall make generation and transmission loans when necessary and in the interests of rural electrification. In this we will follow the letter and spirit of the Rural Electrification Act.

"Generation and transmission loans will be available to help you maintain good service—and that means capacity to meet energy demands.

"We shall make G&T loans



David A. Hamil

when they are needed to get reasonable wholesale power costs. We know how important G&T loans are in keeping wholesale rates competitive, and we shall work with you toward better rates, not just for certain systems, but for all the electric cooperatives in a given area.

"We shall make generation and transmission loans when they help you participate in power pooling and sharing arrangements with other power suppliers in the area. This has proven the most practical way to hold down investment costs for everyone, both in transmission and generation. When you look into the potential savings, it is much easier to interconnect and pool with your neighbors, whether you like them or not.

"To sum this up. When you make a case for self-generation, when you can show it will mean lower cost power and more adequate supply for our members, we'll lend funds for the biggest generating unit the loads in the area will justify."

Hamil also said:

"I would like to see the entire electric industry act as a single and unified force in helping build the kind of America we want. It is essential now and in the future that people involved in the generation, transmission and distribution of electric energy get together, work together and think together, for the common good of all. This includes the cooperative-owned, investor-owned, municipal and federally sponsored projects."

"... No group is better able to take the lead in rural community development than the electric cooperatives because they have been and are in that business. REA will support you in all your efforts in community development..."



TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J.C. Brown Jr.

A Storm as Devastating as a War

Members of Pee Dee EMC and Lumbee River EMC suffered a double loss in February's devastating ice storm. They had heavy personal losses; they also shared in the losses sustained by their electric cooperatives.

But they witnessed at the same time a demonstration of the strength of their cooperative program. The speed and extent of the support given by North Carolina's other electric membership corporations in the storm repair operation showed again how cooperative people stand together and work together and together are indomitable.

Chairman Gwyn B. Price of the North Carolina Rural Electrification Authority, speaking at the March meeting of Tarheel Electric Membership Association, said the job the co-ops did was a credit to them, their people and the program.

At least 22 co-ops sent men and equipment into the storm area to assist Pee Dee and Lumbee River personnel in restoring service. Approximately 500 men were involved in the cooperative repair operation.

"The co-ops are to be commended," Price said, "for the promptness with which they sent men and equipment to help. Electric systems which had taken nearly 30 years to build had to be almost completely rebuilt. It is truly remarkable and a tribute to the devotion and performance of co-op crews that the job was done as soon as it was."

Even so, it was two weeks before all service could be restored.

"To see a cooperative nearly wiped out," Price said, "was something we never before had contemplated."

"If that part of the state had been in the midst of a war, if you had taken bulldozers or had had an aerial assault, the damage to electric facilities couldn't have been more devastating."

H. H. McKinney, Pee Dee EMC manager who received a certificate during the meeting for distinguished service as TEMA president last year, underscored Price's picture of the devastation.

"It's a terrible feeling," he said, "to see approximately 30 years of work down on the ground after two days of ice," McKinney said. Commenting on the help given Pee Dee by other EMCs, he touched the message of the ordeal: "More than anything else this shows a strength that goes with our (rural electric) program."

No utility system was harder hit than the co-ops. None worked harder or faster or did more to put the lights back on in their consumers' homes.

General Assembly Weighs Tax Issues

As presiding officers of the House and Senate, Speaker Earl Vaughn and Lt. Governor Pat Taylor Jr. face with members of the 1969 General Assembly a decision involving \$227,500,000 in new taxes.

It's a tough decision. It could overshadow every issue considered this session.

But Governor Bob Scott pointed out in his budget message that we must accept new taxes if North Carolinians are to have the additional public services and facilities they want and need.

"Additional appropriations are essential for the progress of our state," the Governor said. "We cannot turn our backs on the times, nor can we simply mark time and allow the measure of our advance to slip away from us. Most important of all, however, we cannot forfeit our future.

"We must indeed make a greater investment in that future; first, by assuring good health, both physical and mental, for all our people and especially our children.

"Second, we must provide a greater economic potential for our people, especially the youth who are potential dropouts rather than self-supporting citizens. And third, we need to give great help to our communities so they may go forward in peace and harmony.

"To this end I am asking that expanded programs in mental health be initiated, that a rejuvenated vocational education program be provided in the middle grades in our schools, that a Department of Community Affairs be created to give assistance to community development, and that our Good Neighbor Council be enlarged and given sufficient funds in prospective programs in human relations."

The Governor also called for the establishment of a new State Department of Local Affairs to "assist our counties and towns, particularly the smaller ones without the needed staff or budget, to plan for the future and get the maximum benefit from the multitude of federal funds available."

He pointed out the nucleus of this department already exists.



Governor Scott delivering his budget message in House chamber to joint session.

"By pulling together into one department those programs already existing," he said, "there will be a net reduction in the number of separate agencies, something that is to be highly desired."

Here are the additional major appropriations the Governor recommended for the next two years.

- Capital improvements including buildings and equipment to treat mentally retarded infants, house the School of Allied Health Professions at East Carolina University and a livestock and poultry disease diagnostic laboratory—\$2,500,000.

- An average 10 percent salary increase for State employees, to be given on a graduated scale with those in the lower salary range receiving a greater percentage than those in the higher range—\$8,500,000.

- A 20 percent increase in teacher salaries (10 percent in 1969 and 10 percent in 1970) with additional increases to come in the next biennium with the eventual goal of raising North Carolina's teacher pay to the national average—\$50,633,565.

- A salary increase of 8 percent in 1969 and 8 percent in 1970 for faculty members at State

colleges and universities — \$7,500,000.

- An increase of 8 percent in 1969 and 8 percent in 1970 in faculty salaries in the community college system—\$3,000,000.

- School bus transportation for children who live in urban areas (this service already is provided for children in rural areas) — \$3,298,552.

- School bus transportation for special education systems—for children who must travel to another school to attend classes for the emotionally disturbed, the educable mentally retarded and the physically handicapped — \$735,847.

- A reserve fund to be used for an improved, comprehensive program of occupational education for children in the middle grades as a "giant step" toward reducing the school dropout problem — \$4,000,000.

- Expanded programs for mental health and retarded children—\$2,310,000.

- Provisions to "strengthen the hand of our law enforcement agencies," to implement a Police Information Network and to provide more manpower and better equipment for the State Bureau of Investigation—\$3,025,000.

CAROLINA FARMER, APRIL, 1969

- Funds to upgrade and strengthen the Good Neighbor Council, provide a beginning for a state zoo, and funds to match anticipated federal grants in the new area of marine sciences and for soil and water conservation programs—\$3,515,000.

- Salary increase (similar to that for other State employees) for State employees paid from the Highway Fund—\$5,000,000.

Not counting the \$5,000,000 for Highway Fund Employees but including smaller miscellaneous items, the Governor's recommendations would require \$115,865,665 in additional General Fund revenues for fiscal 1969 and 1970. The total includes provision for two tax adjustments designed to make taxes fairer for older people and single people.

The Governor explained these two adjustments this way:

"Inasmuch as the State provides no benefits to senior citizens in the low income brackets, those who need assistance the most, I am recommending that a tax refund of \$25 be given to all persons 65 years or older who have income of less than \$3,000 annually. This program will result in a loss to the General Fund of \$16,000,000 for the biennium.

"There are many single people today who cannot qualify for a head of household exemption but who are maintaining a house or apartment for themselves. This is an inequitable tax. I recommend, therefore, that single people be granted state income tax exemptions equal to those presently receiving the \$2,000 exemptions. This will result in a net loss from the General Fund for the biennium of \$5,000,000.

Where will the extra money come from? That will depend on what action the General Assembly finally takes on the Governor's tax recommendations. As this was written, the first tax bills were being introduced and groups whose interests and products would be affected were working and lobbying to escape the impact.

The Governor recommended that the additional money needed to provide the new services, pay raises, programs and facilities come from these new taxes:

- An additional 10 percent tax on liquor—\$26,000,000.

- A 1.5 percent increase in the tax on beer and wine—\$15,000,000.

- A 5 cent per pack tax on cigarettes—\$50,000,000.

- A 2 cent tax on each cigar—\$7,000,000.

- A 0.5 percent increase in insurance premium tax—\$10,000,000.

- An increase in the sales tax on motor vehicles, boats, planes, etc, from the present 1.5 percent to 2 percent—\$8,500,000.

- An increase in bank excise tax rates from the present 4.5 percent to 6 percent—\$1,000,000.

- A one-fourth increase in tax rates on building and loan associations—\$1,000,000.

These recommendations would yield an additional \$118,500,000 for the General Fund in the 1969 and 1970 fiscal years.

Then, to provide the additional money necessary for Highway Fund needs, including the construction and maintenance of roads and the operation of the Motor Vehicles Department and Highway Patrol, the Governor recommended increases in the gasoline tax and motor vehicle licenses.

"A thorough study by a commission named by Governor Moore reveals," he pointed out, "that under our present system of financing highway costs, there will be no money left from state funds for new construction by 1974.

"Therefore, I strongly recommend that motor fuel taxes be increased by 2 cents a gallon and that license taxes on automobiles, trucks and other vehicles be increased by one-fourth."

The fuel tax increase will provide an additional \$88,000,000 in 1969 and 1970 and the increase in license fees \$21,000,000.

The Governor recognized his tax recommendations would draw fire. Tobacco interests strongly opposed the cigarette tax. The Governor said their fears were groundless:

"I would not have recommended a cigarette tax if I had any reason to believe that such action would hurt the tobacco warehouseman or the tobacco manufacturer, and especially the

tobacco grower. It will not, and anyone who thinks it through knows it will not.

"First of all, we are talking about only 2 percent of the flue-cured tobacco grown in North Carolina. This amount is sold in the state, whereas 98 percent of the crop grown is sold elsewhere and is already taxed. A five cent tax on 2 percent of the crop is not going to affect sales.

"Tobacco prices are supported by the federal government. There is a floor underneath tobacco prices, so they will not be reduced and the farmer will not be hurt.

"I honestly feel that our failure to levy a cigarette tax has hurt our relations with other states and particularly with Congressmen and Senators from other states. We must remember it is these people who have the power to destroy the tobacco price support program and impose restrictions on the advertising of cigarettes."

The Governor recalled that he had said during the gubernatorial campaign he was opposed to a tobacco tax. "But I also stated," he stressed, "that if it became necessary to meet the essential needs of our state, then I would seek the necessary revenue . . . When confronted with the facts, 'a wise man will change his mind, but a fool never changes his.'"

"Since assuming my responsibilities as Governor," he said, "I have been confronted with facts supporting the overwhelming needs of our state, not nearly all of which can be met even if we levied a tax of 10 cents per pack. So I make this recommendation with no apology, but only with explanation.

"I am man enough to stand before you and say I have found it necessary to change my earlier opinion. My responsibility to the entire state transcends the desire to assist an industry.

" . . . I believe it is time to destroy the myth that tobacco is king in North Carolina. Income from livestock and poultry already exceeds that of tobacco. True, it is very important to our economy and will continue to be. But tobacco must not dominate our thinking to the detriment of our progress."

—Jim Chaney

Better Ideas For Better Homes

Housing Fair Will Feature Materials, Fixtures, Plans

By Tom Byrd

"Our goal is to lay out the alternatives—to show people what choices they have in obtaining a better house."

Thus spoke a leader in Wilson, N.C., as he described one of the most unique educational ventures ever planned for North Carolina.

He was speaking of the big Housing Fair which is planned in Wilson on Friday, Saturday and Sunday, April 18, 19 and 20.

Sponsored by the six-county Coastal Plain Development Association and the Agricultural Extension Service of North Carolina State University, the Housing Fair is expected to draw thousands of persons from a wide area of North Carolina.

"Our theme is a home for everyone," explained Mrs. R. D. Richards, fair manager.

"And we truly believe this," Mrs. Richards added. "Most people can use a better house than the one in which they are living. We want to show people how they can obtain that better house."

The wife of a local physician and a leader in many civic projects, Mrs. Richards is spending long hours on the fair. She is assisted by a board of managers composed of representatives from the six-county area and headed by Dalmon Williamson, a Wilson banker. Other people hard at work on the fair include home economics extension agents in the area and especially Mrs. Ona Humphrey of Wilson County.

The fair will actually consist of



Mrs. R. D. Richards (left), fair manager, Mrs. Ona Humphrey, Wilson County home economics extension agent, and Dalmon Williamson, chairman of the Fair's board of managers, are spending a great deal of time organizing the big Housing Fair.

a series of exhibits or displays set up in and around Growers (Tobacco) Warehouse. The exhibit will be of two general types. One type will deal with basic information on good housing, such as site selection, financing and planning. The second type of exhibit will deal with the latest ideas and materials that are used in building or remodeling a house.

Each county in the Coastal Plain Development Association will sponsor an educational exhibit.

Wilson County will present information on water systems and septic tanks, along with information on loans that are available from the Farmers Home Administration. Pitt County will sponsor a housing exhibit in conjunction with East Carolina University.

Martin County will emphasize good kitchens. Nash County will demonstrate a low-cost water system, and Beaufort County will provide information on storage facilities. Edgecombe County will acquaint visitors with the house plans which are available from the Agricultural Extension Service. The Department of Soil Science at N.C. State University will show visitors how to select a good building site.

All of the exhibits will be manned by experts. Visitors can look, compare and question "without any pressure to buy," according to Mrs. Richards.

New housing ideas and materials are being developed at an unbelievable rate, according to

one person associated with housing education.

A few years ago, for example, people had little choice in the type of floor that they put into their house. Today they can consider such things as asphalt tile, vinyl asbestos, all vinyl, inlaid linoleum, print linoleum, brick, cork tile, broken clay tile, terrazzo tile, bluestone, concrete, colored concrete, prefinished wood flooring, and several other types of new wood flooring.

Other building materials have mushroomed in a similar way. For example, the person who builds or remodels a home today has at least a dozen choices to make on the heating system to be used.

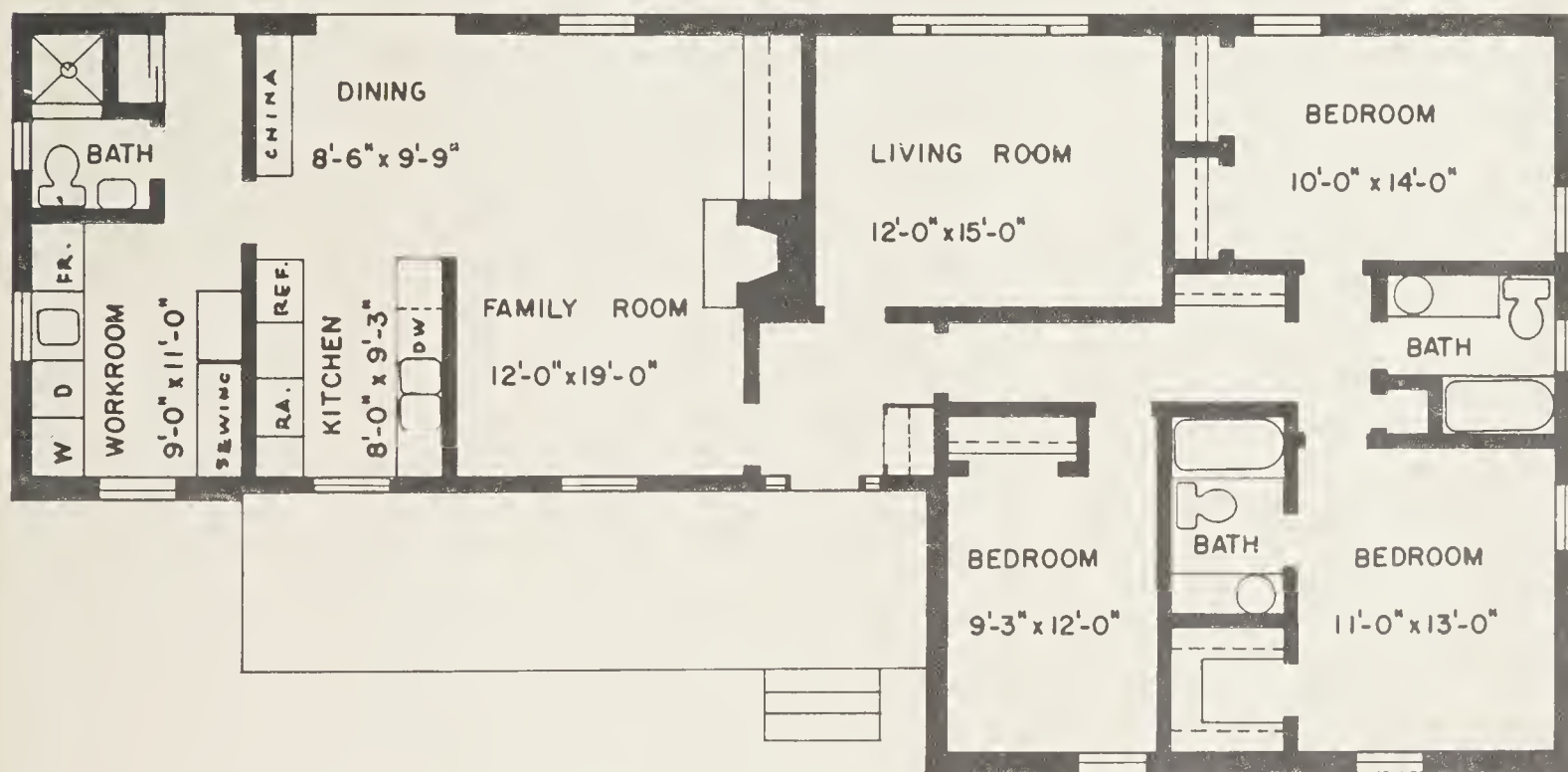
As one person connected with the Housing Fair said, "It is poor planning to build or remodel without knowing what is available to do the job. A person could end up saying, 'I wish I had known about that.'"

Putting on a successful educational fair is nothing new to the sponsors of the Housing Fair. In 1967, the Coastal Plain Development Association and the Agricultural Extension Service sponsored a Tobacco Trade Fair at Greenville. In 1968, a similar Tobacco Trade Fair was held in Wilson which attracted 30,000 people.

This year the two groups are turning their organizational talent and educational interest to a subject which should be of value to an even larger number of people.



Information on this house, an extension demonstration house in Tyrell County, and others will be offered.



Ideas for house plans as well as building materials will be featured at the Housing Fair in Wilson.

Facts on the Fair

Place: Growers Warehouse,
US 301, Wilson, N.C.

Dates: Friday, Saturday and
Sunday,
April 18, 19 and 20.

Time: 10 a.m. to 9 p.m. Friday
and Saturday;
1 p.m. to 6 p.m. Sunday.

Admission: Free: plenty of free
parking also available.

What visitors can get or learn at
the Housing Fair:

- Plans for actually building a house.

- Information on the ways to finance a house.
- Suggestions for selecting the proper building site.
- Ideas for plants and accessories for landscaping.

What will be displayed:

- Roofing materials.
- Windows, doors and accessories.
- Exterior wall materials, interior wall materials, both masonry and dry, and ceiling materials.
- Plumbing materials and fixtures.
- Water systems.
- Heating and cooling systems.
- Insulating materials.
- Electrical wiring and lighting fixtures.
- Storage facilities.
- Kitchen planning and equipment.
- Bathroom planning and fixtures.
- Hardware used in homes.
- Floors and floor coverings.
- Paints and wallpaper.
- Draperies.
- Major built-in appliances.
- Central cleaning systems.
- Materials for use in remodeling.

How Best to Help the People Left Behind

If the many programs designed to spur rural development and improve the lives of rural people are to work, rural organizations must initiate local action and provide local leadership. George H. Esser Jr., executive director of The North Carolina Fund, says rural electric cooperatives have shown what local organizations can do. And he points out programs can be fully successful only if the people who need them most are organized in their own behalf.

By George H. Esser Jr.

The dilemma for most rural Americans has been aptly summed up in the title of the report of the President's Advisory Commission on Rural Poverty—"The People Left Behind." Solutions for the problems of rural Americans will not be found by focusing on rural America alone, or on urban America alone, but on American society as a whole. And as solutions are posed, they must reflect both a realistic evaluation of resources and needs as well as several complementary strategies.

As we all know, automation in agriculture has released millions of Americans from employment on the land. When the process of mechanization is complete during the next decade, many more thousands will be released. Despite the fact that migration has taken millions of rural Americans to our cities, we still have millions of poor people in our rural areas. What we must decide is whether we want to compound the urban problem by continuing to encourage migration to the cities, or whether we want to provide additional opportunities in rural areas, opportunities that will further slow down migration and also provide new opportunities for the young as well as the old.

A Need Unmet

Most of the programs designed for federal and state governments for the support of agriculture are not designed to meet the needs of the rural non-farm poor or even small farmers and day laborers. Those pro-

grams that are open to the poor farmer are almost accidental in their impact on the poor. It seems clear that federal programs have not emphasized aid to small farmers to the extent that they could have, that small farmers can be helped to earn a better living on the land, and that most current programs provide major support to and assistance for large commercial farmers. Food programs are administered by agriculture because the products come from the land, not because agricultural agencies are best prepared to administer what are essentially welfare programs, and this may explain some of the difficulties encountered in meeting the problems of malnutrition throughout the country.

While this country has done a good job of providing basic support for the agricultural economy, it has done very little to support the individual who can no longer find a job on the farm. Farm workers and day laborers do not have the protection of unemployment compensation, workmen's compensation, the National Labor Relations Act, or, until recently, any sort of protection from a minimum wage. Thus, while industrial workers who are unemployed are given various means of aid and support while looking for new employment, rural workers leaving the land have no such protection.

The Poor Need More

The needs of the rural poor are not significantly different from the needs of the poor in other communities large and small. By and large the rural poor have a very low level of education—ranging up from illiteracy; are characterized by poor health; live in obsolete and inadequate housing; are typically isolated from most community services; and lack access to job communities whose resources to meet these needs are the most inadequate, simply because rural communities lack the wealth and resources to provide the kinds of services that are needed to help the rural poor in their transition to an urban and industrial economy, whether the industrial

job is offered in the rural area or in the city.

In terms of programs aimed at dealing with rural development, there is as yet no accepted strategy for meeting the needs of the rural poor or of depressed rural communities. Dr. S. M. Miller of the Ford Foundation has identified eight separate strategies which either might be adopted or which have been adopted by one or more agencies today. For example, agencies such as the Appalachian Regional Commission and the Economic Development Administration, have adopted the theory of growth centers into which investment should be placed to maximize the probability of economic development in regional areas, rather than attempting to encourage economic development throughout rural areas. Still others are trying to meet the needs of people where they are. The Office of Economic Opportunity is a good example. Unfortunately, these agencies following different approaches do not often coordinate their efforts.

An Absence of Priorities

This failure to fix priorities with respect to strategies for rural development creates a great deal of confusion in designing related programs to meet needs in education, housing and health services. This absence of clear priorities and the drain on resources caused by international commitments, both contribute to the lack of commitment of sufficient resources to support adequately any one strategy. Furthermore, because of the ambivalence on strategies, resources to meet needs in rural areas such as education and housing and health are often held up until priorities have been determined. And while priorities are being determined, the rural poor continue to suffer.

Whatever the strategies finally adopted, unless this country wants to say boldly that we will force people to move because their needs cannot be met in rural areas, we need specific decisions now on how to provide

the rural poor with income, temporary jobs and the services which are required to enable them to have a decent standard of living and to raise their children.

In the absence of any clearly determined strategy for meeting the needs of rural poor, it seems clear that two approaches should be followed. First, sufficient resources must be available to provide education and housing and health services for the rural poor, where they are. Secondly, a variety of strategies should be tried for (a) encouraging economic development in rural areas, and (b) linking the rural poor with economic opportunities outside their immediate home areas.

In the implementation of both of these approaches, particular attention must be given to the problem of the Negro in the South, and the impact that discrimination, exclusion from the decision making process, and totally inadequate services have had on the Negro.

Guidelines for Programs

In designing programs to achieve adequate services and to experiment with development, then, emphasis should be given to effective community organization of the poor as a basis on which to build such programs. As rural electric co-ops have demonstrated over a period of 30 years, and as additional evidence has accumulated during the last 5 years, effective community organization has many advantages. It helps people define common problems, available solutions, and effective ways of self-help to achieve those solutions. To the Negro it also provides an instrument for participating in community affairs with dignity and a new means through which to achieve justice. The same might also be said for the poor white, though he has been more reluctant to try out this approach. Community organization also creates effective instruments through which to demonstrate new approaches to economic development aimed primarily at the poor, rural non-farm family. Some interesting and hopeful experiments are taking place across the South



George H. Esser Jr.

using community organization as a basis for organizing small industries, for strengthening the efforts of small farmers to secure the capital, the equipment and the knowhow to make their farms profitable, and for experimenting with new agricultural crops such as fruits and vegetables for use in expanding food markets.

A Role for Co-ops

It seems to me that the rural electric cooperatives have much experience to offer in helping design new approaches to rural community development. They have demonstrated that people can come together, pool their resources and their efforts, and with government assistance build effective systems for delivering electricity. The problem now is to determine whether the co-ops themselves can expand their efforts fruitfully into new fields and can help adapt their experience to similar cooperatives formed entirely of the rural non-farm poor.

There are a number of approaches which might be suggested. The first is whether, under appropriate legislation, rural electric cooperatives cannot help take leadership in pro-

viding housing for rural areas, using some of the financial aids already developed by the federal government. Rural electric co-ops might also sponsor technical assistance for economic development with emphasis on small, indigenous industries. And finally they might sponsor and encourage organization by the poor themselves to create the basis for self-help.

Steps to Meet Needs

In summary then I would suggest the following steps needed to deal with the problems of the rural poor:

a. strengthen basic services such as education, health, welfare, transportation, and recreation to meet the need of rural non-farm families where they are. This will require extensive investment by state and federal governments.

b. encourage organization of the poor to (1) help define needs and solutions to their own problems and to help develop meaningful governmental services designed for the poor and (2) form the institutional base for experimentation in economic development—whether through marketing cooperatives or small industries or other entrepreneurial activities.

d. support extension of industries in rural areas through such devices as tax incentives, placement of defense industries in depressed areas, and extension of additional assistance to new economic ventures in depressed areas.

e. encourage and strengthen the state planning process and the regional planning process, such as is now a part of the Appalachian Regional Commission program and the regional commissions established under EDA, and encourage cooperation between programs that emphasize growth centers and those which emphasize human resource development.

f. encourage further study of the concept of a guaranteed income or guaranteed jobs for the poor with the objective of ensuring that poor families in rural non-farm areas will be assured a minimum standard of living until they can find adequate economic opportunities.

'Ham for the Easter Holidays'



The Carolina Hamemaker

As a holiday meat, you find today's ham leaner, juicier, and more tender than ever before. A delicious ham is perfect to carry you through a Easter weekend.

There are three different kinds of ham on the market today: regular cook-before-eating hams, country-cured hams and fully cooked hams. Each has its own method of preparation.

You will find that serving ham for dinner can make holiday cooking easier than you ever imagined. After you know the basic principle of preparing ham, you are on your way to having a delicious, carefree dinner.

North Carolina leads the nation in the production of country-cured ham. It is a good guess, that the way North Carol-

inians love ham, we lead in the consumption of ham too.

So we think it's appropriate to offer at Easter time a few hints and recipes for the greater enjoyment of ham.

Regular and Smoked Cook-Before-Eating Hams

To Prepare: Today's tenderized hams, most of which have been partially precooked, do not need to be soaked or boiled before baking. Check with your butcher or follow instructions on wrapper.

To Bake: Place ham on a rack in a shallow pan, fat side up, and bake at 325°, allowing 20 minutes to the pound. Remove from oven about 30 minutes before ham is done. Peel off remaining outer skin and cut away all but a 1/4 inch layer of fat.

Country-Cured Ham

To Prepare: Follow instructions on wrapper or—scrub well under running water with a still brush. Soak in several changes of cold water at least 12 hours. (If ham is to be stored before preparations, remove outer wrapper and keep dry at room temperature.)

To Cook: Place on rack in large kettle or roaster and cover with water and bring to boil, then adjust heat to simmer gently, about 20 minutes to the pound. (For added flavor, replace part of water with cider or pineapple juice—1 cup sweet pickle juice, or 1 cup of vinegar and brown sugar are also old-time favorites.) Allow ham to cool thoroughly in its own cooking broth. Drain and remove outer skin and most of excess fat. Glaze and bake.

Fully Cooked Hams (Semi-boneless, rolled, formed, canned)

Ready to slice and eat without further cooking, any of these hams are a delight to serve cold for holiday buffets. Of if you prefer, fully cooked hams can also be glazed and served hot. (Precooked hams take about 10 minutes per pound to heat thoroughly.)

To Glaze

Remove outer skin and excess fat. Score remaining fat into one or two inch squares. Cover with favorite or suggested glaze. Stick long stemmed cloves into each square. Bake in 350°-400° oven until brown and glazed (about 30 minutes).

Suggested Glazes

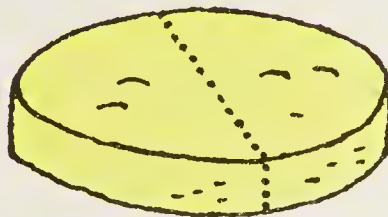
1. Cover with mixture of 1 cup brown sugar and 2 tablespoons flour or 1/4 cup fine bread crumbs.
2. Coat with brown sugar and baste with the juice from pickled peaches, fruit juice or sweet cider.
3. Spread ham with thin coating of prepared mustard, then pat on brown sugar mixed with cracker crumbs.
4. Mix 1 cup drained, crushed pineapple with 1 cup brown sugar and spread over ham. Baste often with pineapple juice while baking.
5. Baste ham while baking with strained honey. Maraschino cherry juice, cranberry juice or chopped fruit of either may be added to honey.
6. Decorate top of ham with thin slices of unpeeled oranges, canned pineapple or other colorful fruits. Baste often while baking with thick brown sugar syrup, honey or fruit juice.

Basting Sauces

Mix 1 cup brown sugar with 1 teaspoon dry mustard and 1 cup mild vinegar; or with 1 teaspoon ginger and 1/2 cup ginger ale; or use 1 cup honey and 1 cup orange or cranberry juice.

EASTER BUNNY CAKE

Bake a white or yellow cake mix in layers according to directions on the package.



Cut one cooled layer in half. Put halves together with a fluffy white frosting or whipped cream.



Stand up on cut edge. Cut out piece to indicate rabbit's head. Use cutout piece for tail, securing with toothpick.



Frost with remaining icing and cover generously with coconut. Cut ears of folded white paper; color inside pink. Use pink candies for eyes and nose.

Coconut tinted green, or paper grass and a few Easter eggs form an attractive nest for the bunny.

Fashion

FAVORITES



4791
SIZES 10½-22½



4865
TEEN
10-16



9388
SIZES
12½-22½



4501
SIZES
34-48



9161 SIZES 8-16

Pattern No. 4791 is cut in sizes 10½, 12½, 14½, 16½, 18½, 20½ and 22½.

Pattern No. 4501 is cut in sizes 34, 36, 38, 40, 42, 44, 46 and 48.

Pattern No. 9388 is cut in sizes 12½, 14½, 16½, 18½, 20½ and 22½.

Pattern No. 9161 is cut in sizes 8, 10, 12, 14 and 16.

Pattern No. 4865 is cut in sizes 10, 12, 14 and 16.

Send 50 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first class mail, add 15 cents for each pattern.

Ice Storm Blackout

The weekend storm which blew snow and spread ice across North Carolina Feb. 15-17 will be remembered in Anson, Richmond, Scotland, Hoke, Robeson and neighboring counties as long as people talk about electricity and the weather.

Miles of power and telephone lines and thousands of trees fell or collapsed under the weight of ice and sleet. Thousands of power poles and even steel transmission towers had to be replaced, re-erected or rebuilt.

By the time the storm passed, approximately 90 percent of the system of Pee Dee EMC of Wadesboro and approximately 75 percent of the system of Lumbee River EMC of Red Springs were dead.

For the two EMCs and their members, the task of restoring service was one of the longest and most expensive of the century.

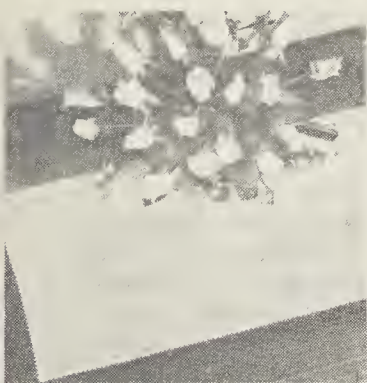
Emergency crews from at least 22 electric cooperatives worked in the storm area in support of Pee Dee EMC and Lumbee River EMC linemen. Managers and employees of the two systems stayed on the job throughout the repair operation around-the-clock.

EMCs which sent men and equipment to the Pee Dee area included Blue Ridge, Davidson, Union, Central, Randolph, Halifax, Rutherford, Carteret-Craven and Roanoke. Southside Electric Co-op of Crewe, Va. sent 10 men and special equipment including a machine able to set poles in the soft, nearly impassable rights-of-way. In addition, five crews were brought in from private construction firms.

EMCs which sent men and equipment to the Lumbee River area included Piedmont, Wake, South River, Brunswick, Tri-County, Four County, Pitt & Greene, Edgecombe-Martin County, Jones - Onslow, French Broad, Surry-Yadkin and Davie. Private construction crews also worked in the area.

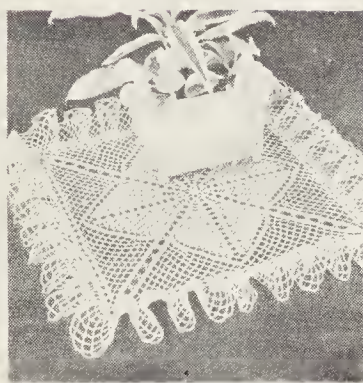
The relief operations were carried out under a statewide weather emergency plan, coordinated by State REA Chairman Gwyn Price.

Free Patterns



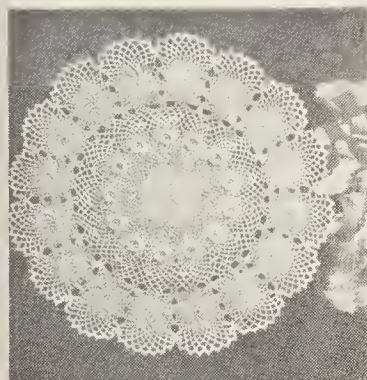
Filet Runner

A hand-crofted gift is to be cherished. The old art of filet crochet creates an elegant runner for today's home.



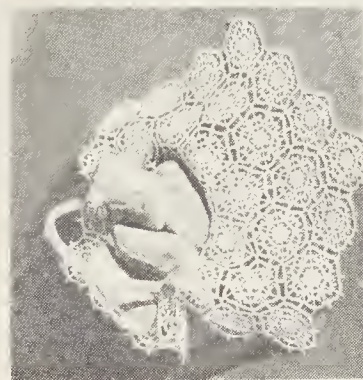
Lucky Clover Doily

Lucky Clover doily to bring good fortune to your home. Clover leaf is set in mesh square with a ruffle border.



Winter Sky Doily

Winter Sky doily is a snowy blanket of crocheted flokes. Hexagon motifs are joined to form the complete doily.



Rose of Erin Doily

Rose of Erin doily lends grace to your home. Motif is a pinwheel with center ring of raised lace rosettes.

To:
The Carolina Homemaker This pattern offer expires
P.O. Box 1699 June 15, 1969.
Raleigh, N.C. 27602

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing a 6-cent stamp. (Two such envelopes are required for more than 4 patterns).

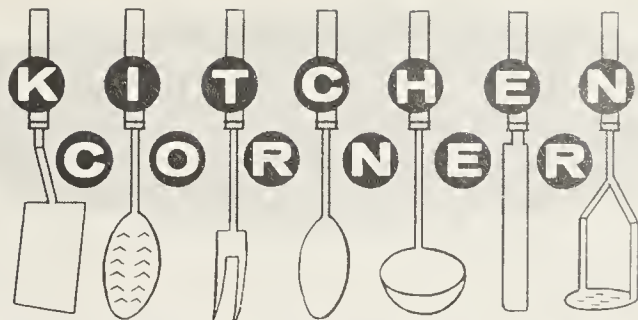
Lucky Clover Doily ☐ Winter Sky Doily
Filet Runner ☐ Rose of Erin Doily

My Name is: _____

Address: _____

Comment, if Any: _____

The Name of My Electric Co-op is: _____



COCONUT POUND CAKE

Just thinking about a pretty coconut cake is a pleasant thought we said the day we received Mrs. Martha McDaniel's recipe for Coconut Pound Cake. That day Lurene Brown, who writes Halifax EMC's newsletter column "Someone's In the Kitchen," was in our office so we passed the recipe on to her for a preview. Lurene passed it to Virginia Pittman, another Halifax EMC employee.

Mrs. McDaniel's cake calls for butternut. Lurene couldn't find the butternut flavoring so she used lemon flavoring. Her "men-folks" loved the cake.

Mrs. McDaniel's hobby is baking cakes. She also sells some for special occasions.

The McDaniels have three sons, ages 9, 11, and 13. They are members of the Salem Emanuel Holiness Church in Laurinburg and are served by Lumbee River EMC.

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. 27602. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Mrs. Mortha McDaniel,
Rt. 3, Box 353A, Laurinburg, North Carolina

COCONUT POUND CAKE

1 c. Crisco	1 Tsp. baking powder
3 c. sugar	1/2 tsp. salt
6 eggs	1 tsp. vanilla
1 c. evaporated milk	1 Tbsp. butternut flavoring
3 plain flour	1 c. angel floke coconut

Combine Crisco and sugar until fluffy. Add eggs, one at a time. Sift dry ingredients. Add alternately with evaporated milk. Add flavoring. Bake in greased tube pan at 300° for one hour and 45 minutes. Leave oven closed until done.

BUTTERNUT ICING

1 stick margarine	1/2 tsp. soda
1/2 c. buttermilk	1/2 tsp. vanilla flavoring
1 c. sugar	1 tsp. butternut flavoring
	1/2 c. coconut

Boil until soft ball forms when dropped in water. remove from heat and add coconut.

Co-ops Okay Supplemental Financing

The nation's electric cooperatives have agreed on a way to help raise the additional money to serve rural America's needs in the years ahead.

The agreement came at the National Rural Electric Cooperative Association's annual meeting at Atlantic City in March when delegates representing NRECA's 981 member systems voted to establish a supplemental financing institution to be known as National Rural Utilities Cooperative Finance Corporation (NRUCFC).

Here is how the NRUCFC plan will work:

- NRUCFC will be owned and operated by those electric cooperatives which become members of the corporation.

- NRUCFC will obtain its "seed capital" from electric cooperatives. No federal government funds will be used.

- NRUCFC will make loans only to members.

- NRUCFC loans will have interest rates higher than the present 2 percent REA loan rate. The exact interest rate will depend on money market conditions.

- NRUCFC members will have to invest part (5 percent) of each loan in the corporation.

- NRUCFC will raise additional capital by selling capital term certificates to outside investors.

- NRUCFC will be free from restrictions, except for such general federal and state laws as apply to financing corporations.

- NRUCFC will not perform any of the functions now performed by NRECA for electric cooperatives.

- NRUCFC will pay electric cooperatives which invest in it 3 percent of their investments. It will, of necessity, have to pay a higher rate of interest to outside investors in order to attract them.

- NRUCFC membership will be open to rural electric systems, both distribution and power supply, which have received or are eligible to receive an REA loan or loan commitment.

- NRUCFC's board of directors will consist of 20 members from its member systems and five nominated by the NRECA board. This was recommended to insure the necessary liaison and common direction of the two organizations.

- REA will continue to be the chief source of loan funds for electric cooperatives.

- REA cooperation will be necessary to the successful functioning of NRUCFC.

- REA will continue to make financial and technical studies of electric cooperatives when they apply for loans.

- NRECA will be a member of NRUCFC.

- NRECA will continue its efforts to persuade Congress to provide REA with adequate appropriations.

- NRECA will continue to need the wholehearted support of its members in regard to REA matters.

- NRECA will continue to need the support of its members in working for the enactment of other federal legislation beneficial to rural electricians.

- NRECA will continue its other activities for rural electricians in such areas as publications and member education, insurance and retirement and member services.

The NRUCFC plan was unanimously recommended by the NRECA Long Range Study Committee after more than a year of meetings, studies and hearings. Two North Carolina managers, W. C. Carlton of Carteret-Craven EMC and C. E. Viverette of Blue Ridge EMC, served on the committee. J. K. Smith, Kentucky's rural electric statewide manager, was the committee's chairman.

Since at least 1955, proposals have been made in various quarters that some means other than REA 2 percent loans be found to provide the growth capital needed by electric cooperatives. In some cases, these proposals were substitutes for REA financing. In others, they were proposals to supplement REA financing.

The Long Range Study Committee believes "REA will continue to be the first and most important source of capital funds for the rural electric cooperatives."

But, the committee noted, many new demands upon the Federal budget have developed in the past 10 years. Congress and the various administrations have become much more aware of the problems of the cities. Demands for funding new urban program abound, and it is unrealistic to expect that these demands will not have some impact on such rural-oriented agencies as REA.

In the meantime, economic conditions affecting many rural electricians have changed and improved somewhat. It now seems feasible for rural electricians to develop a mechanism to furnish part of the capital they need. For this reason, the Long Range Study Committee has recommended the establishment of NRUCFC, a self-help financing institution owned and operated by the cooperatives themselves.

The success of NRUCFC, it must be realized, will depend on the continued existence of REA. Unless REA receives annual Congressional appropriations for rural electric loans at about the same level as in the past few years, the future of NRUCFC is far from bright.

Furthermore, assuming the REA concurs in the plan, all rural electricians will send their loan applications to REA first. Only after that agency has decided it would not make a specific loan would the application be sent on the NRUCFC.

The success of the NRUCFC plan also will depend on the support of individual electric cooperatives.

In order for NRUCFC to succeed, a large majority of electric cooperatives must join in its early years.

The establishment of NRUCFC, in the opinion of most leaders in the program, is the difference between a limited and an unlimited future for rural electricians.

With it, rural electricians will be able to find the money for virtually all their financing needs, part from REA and part from NRUCFC. Rural electricians now have the opportunity to help themselves and assure their future prosperity. The Long Range Study Committee is convinced they have the determination as well.

—Phil Sawicki

All the Story Isn't in the Text

Many of us, when we were growing up, were admonished to never write in books. We were told any marginal notes and comments we might be tempted to jot down on the pages defaced books and might distract or irritate other readers.

But many people who should know better ignore the old admonitions. And books in public libraries as a result tell not only the stories their authors intended to tell but become annotated with gratuitous observations, criticisms and, often indecipherable bon mots.

Mostly the errant annotations deal with errors made by the author or the printer. When the author carelessly describes the same character as red-haired on page 6 and bald on page 38, one of these anonymous reader-cum-editors who mark library books will write on the margin on page 38: "See page 6. Let's get our facts straight."

Or if a harmless word misspelled becomes a dirty one, you can expect to find someone has underscored it and written in the margin: "At last a spark of life," which is to let you know this

particular reader-editor is as blase as he is sharp-eyed.

And when the suspense is building up and you're racing through the words to picture in your mind what it is the author is trying to convey, suddenly the spell is broken for you by a ball-point notation: "Ha. For real kicks read 'Lady Chatterley.'"

You can try to ignore the notations but you'll probably find, unless you are unusually strong-willed, that they catch your eye. Despite yourself, you'll wonder what prompted somebody to write two big exclamation marks beside what to you is a very prosaic paragraph. You'll puzzle over the reason for the question marks where you can find no cause for question and wonder if you're missed the point because you can't guess why a word was underscored.

Sometimes the annotations are scholarly. Written in pencil across the bottom of the page, you'll find the subject of the biography you're reading once taught history at Davidson or was in his youth a bicycle mechanic in New Bern.

Such would-be contributions to knowledge are wide-ranging. A mention of a pie in the text of a novel may prompt a volunteer annotator to give the basic recipe on the margin. A reference to some prominent person or historical personality may inspire the comment: "He was 69 when he died," or "his father never married," or "Josephus Daniels wrote about him. There never was a bigger crook."

Then there are the kill-joys. They're the ones who let you know on page 28 in the mystery novel you're beginning to enjoy that they've already deducted who the murderer is or who point in the final chapters, where the hero-detective is closing in on his suspects, how what is written there doesn't mesh with what was written five chapters earlier.

Finally there are those who, too late, put the book-markers in their place.

One of those wrote in a larger scrawl beneath the annotation of an anonymous nit-picker:

"If you're so smart, why don't you write a book yourself."

Jim Chaney

How to Play Safe with Money-Making Offers

Have you seen an advertisement that reads "Work at home for huge profits; enormous part-time earnings."

At this time of the year, with income tax time at hand, such work-at-home advertisements may be particularly tempting.

But Mrs. Justine J. Rozier, extension home management specialist, North Carolina State University, warns such ads usually are misleading.

All too often, she points out, the only person who makes money is the promoter.

It may be hard to spot fraudulent advertising and tell what actually is honest. But most work-at-home schemes bear some of the same characteristics. They may offer you the opportunity to "make money for your church or club." Often they are advertised in the "Help Wanted" columns of papers, even if no employment is offered. They assure huge profits with no experience or training necessary.

The catch? It's the requirement of most offers that you buy something before you can start making the "huge profits." Unfortunately, there is little you can do to get your money back if the work-at-home opportunity does not meet your expectations.

You do, however, have some recourse. You can complain to the Post Office Department, the Federal Trade Commission or the State Attorney General. If investigation shows fraud, the person responsible can be persecuted.

Some home work frauds guarantee a market for their clients' efforts—if his products come "up to our high standards." They usually do not.

While no mention of buying appears in the initial work-at-home ad, the promoter often tries to sell kits, materials, instructions or equipment at very high prices. In other cases, you get instructions on how to search for an at-home job; not an offer for employment.

Other work-at-home schemes ask you to buy very expensive equipment such as sewing or knitting machines with the promise that the promoter will provide work enough to more than cover the cost. But once you've ordered or bought what the promoter is selling, you don't get the promised business.

The best way to avoid fraud is not to answer ads that offer money-making schemes. If you are tempted, don't reply to such ads until you have checked them out with the local Merchants Association or Better Business Bureau. Or you can write to: Mr. Jean Benoy, Consumer Protection Division, State Attorney General's Office, Raleigh, N.C., or the North Carolina Consumers Council.

Whatever you do, don't invest any money and don't sign anything until you get all the facts. That's good advice no matter what kind of deal you're considering.

"What is Your Opinion of Steady Dating?"

"I think the boy and girl involved have a lot to consider by going 'steady.' Going steady is just like being engaged. Each expects the other to be loyal, and this may impose too many restrictions, especially on teenagers. Smart teenagers will know that going steady may hamper their getting an education, and an education is by far the most important thing for a teenager. A teenage couple should definitely consider the restrictions that going steady would impose on them."

Carlton McNeill
Creston

Carlton is 16 years old. His grandparents, Mr. and Mrs. Fred C. Graybeal, are served by the Blue Ridge Electric Membership Corporation.

★ ★ ★ ★ ★

"Steady dating is a relationship few teens are mature and responsible enough to become involved in. Usually, feelings of loyalty and devotion are not developed enough to maintain a good relationship. The 'going steady' idea is also undesirable because it restricts other interests at a time when varied friends and activities are of great importance."

Rhonda Outlaw
Rt. 1
Albertson

Rhonda is 17 years old and attends East Duplin High School. Her hobbies are dancing and swimming. Her parents, Mr. and Mrs. Romie Outlaw, are served by Tri-County Electric Membership Corporation.

"Steady dating should be a relationship leading to an engagement. It should not occur in the early teens. This is a period in which a boy and girl learn much about each other and decide whether they want to spend a lifetime together. Two persons should not go steady until they have become quite serious about each other. After agreeing to go steady, neither the boy nor the girl should date another person at any time. If either one finds that he wants to date others, the relationship should be broken off."

Glenda Rash
Todd

Glenda is 17 years old and a senior at Northwest High School. Her hobbies are sewing and reading. Her parents, Mr. and Mrs. W. V. Rash, are served by Blue Ridge Electric Membership Corporation.

★ ★ ★ ★ ★

"Steady dating depends on the age and on how responsible a person is. I think steadies should be at least 16 years old and responsible enough, in their parents' eyes, to date steady. The two people involved should be very sure that they want to date one girl or boy and no one else before they start going steady. Of course, they could always break it off but someone would be hurt then. I also think the parents should approve of the couple going steady."

Jean Throckmorton
Rt. 2
Walnut Cove

Jean is 15 years old and a freshman at South Stokes High School. She enjoys reading, playing basketball, and attending ball games at school. Her parents, Mr. and Mrs. Paul David Throckmorton, are served by the Davidson Electric Membership Corporation.



If you have a good answer, send it to THE TEEN ROUNDTABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N.C. 27602 at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

NEXT QUESTION

"What age, do teens think, is ideal for marriage?"

This question was submitted by Sandra Womack, who will be receiving \$5 from THE CAROLINA FARMER. Sandra is 15 years old and a sophomore at Anderson Creek High School. Her parents, Mr. and Mrs. Welton W. Womack, are served by the South River Electric Membership Corporation.

TEMA's Crisp Serves Abroad

North Carolina's William T. Crisp has gone to Manila to help the Philippines government draft laws and procedures for rural electrification.

In accepting the mission, he became the first legal consultant the U.S. State Department, acting through its Agency for International Development (AID), has ever retained in response to a specific request from a foreign government.

The mission will entail two trips to the Philippines. First Crisp will spend three weeks there doing research into that country's legislative and administrative law as related to the electric power industry. He then will return to Raleigh and spend three weeks on legislative drafting. On his second trip to Manila, later this spring, he will submit the results of his work to the Philippines government, which hopes to get the desired legislative changes enacted during the current Philippines Congress.

Crisp, senior partner in the Raleigh law firm of Crisp, Twiggs and Wells and general counsel for TEMA and N.C. EMC, has long been associated with the rural electrification program, both in North Carolina and throughout the nation.

He has served as general counsel of Tarheel Electric Membership Association and North Carolina Electric Membership Corporation since 1950.

Since 1961 he has taught over NRECA 100 seminars for lawyers representing consumer - owned electric systems across the U.S. In February 1968 he became editor of NRECA's Legal Reporting Service, a monthly digest circulated to 800 rural electric lawyers in the U.S.

While Crisp's mission is being conducted under the direct auspices of the State Department, AID's existing electrification missions were arranged by contract between AID and the National Rural Electric Cooperative Association. AID already has an active mission in the Philippines and several rural electric cooperatives have already been established there.

Directors Honored

Fifteen veteran EMC directors were honored at the TEMA meeting in March for meritorious service in the rural electric program.

State REA Chairman Gwyn Price, who knows many of them personally, praised them for their contributions to their cooperatives and communities. He presented certificates to those who were present and asked that certificates be sent to the others with his congratulations.

Directors awarded 20-year service certificates: Floyd Mathews and John N. Bunch of Albemarle EMC, D. E. Lee of Pamlico-Beaufort EMC, H. T. Gillis of Piedmont EMC, Wyatt McSwain of Union EMC and N. C. Brummitt of Wake EMC.

Directors awarded 15-year service certificates: E. P. White of Cape Hatteras EMC, W. J. Wynne, Jr. of Carteret-Craven EMC, H. L. West of Central EMC, Noel Lee, Jr. of Edgecombe-Martin County EMC, M. L. Day of Pamlico-Beaufort EMC, Bynum Jackson of South River EMC, Bruce Thompson of Union EMC and W. O. Fuller of Wake EMC.

In a resolution adopted during the meeting, TEMA directors paid tribute to the late J. A. Ward of Rose Hill, a director of Four County EMC. Ward, who headed TEMA's director-management education committee, died of a heart attack March 4 while in Raleigh.

Best of Books

Every home should have a shelf of books for use by students in the family. American Heritage Publishing Company offers many of the books young readers not only should read but will want to read. Its Horizon Caravel Books are designed for young readers' enjoyment and written, researched and illustrated so as to provide enriching supplementary reading for many of the courses in the schools. The newly-published 29th volume in the Horizon Caravel library, "Pizarro and the Conquest of Peru" (154 pages, 149 illustrations, \$5.95), is particularly valuable.

It tells in words and pictures (55 of them in color) the dramatic and remarkable story of Francisco Pizarro and the grandeur and fall of the Empire of the Incas. No textbook could be better documented and no adventure novel could be more exciting.

Jim Chaney

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Davie Electric's J.C. Jones Has Made a Career of Service



J. C. Jones has seen a lot of changes take place in the last 30 years—especially in the economy in and around Davie County. Anyone can see or talk about change, but as manager of Davie Electric Membership Corporation J. C. Jones has helped cause some changes.

Jones has had a finger on the economic pulse of the area served by Davie EMC of Mocksville since he became manager of the infant electric system serving 1,000 consumers in 1939.

Davie EMC serves in the rapidly growing Piedmont section of North Carolina and provides power for progress in sections of Rowan, Wilkes, Davie, Yadkin, Alexander and Iredell counties.

It serves textile plants, furniture plants, poultry operations, schools, 150 churches and 88 dairy farms. In all, Davie serves 23 industrial size loads including the Holly Farms rendering plant which processes one million chickens per week. It also serves Buck Knitting near Statesville and the Clayton Marcus Furniture plant in Alexander County.

Only a third of Davie's members depend on farming for their livelihood. But many are part-time farmers and work at the various plants in the area such as Rowan Fiber Company which employs 4,000 people and Burlington Mills in Cooleemee, which employs 3,000 people.

"The area depended on tobacco and cotton at one time," said Jones, "but then dairy farming became popular in the 1940's." Today dairy, beef and poultry farms predominate with some tobacco crops, he said.

"There have been tremendous changes," Jones said. "Rural electrification has been the biggest contributor and the road program next. I get a great deal of satisfaction just riding over the area since I was born and raised here."

Jones is optimistic about the future of Davie EMC and the economy of the area. "Although

our growth isn't as great as it is in some areas, our growth is a healthy growth . . . it is nearly 100 percent permanent homes," he pointed out.

He also pointed to Interstate 40 running east and west through the system and Interstate 77 running north and south. "This will make contributions in terms of new industry and more homes," he said.

A Native of Area

James Columbus Jones was born Jan. 28, 1907, the son of Hampton Calhoon and Ida Shives Jones who owned a farm six miles west of Mocksville. His mother, who is 87 years old, lives with her oldest daughter, Mrs. Ernest Lagle, in Mocksville.

Jones has four other sisters—all of whom live in the Mocksville area. They are Mrs. K. B. Graves, Mrs. Reed Towell, Mrs. Ernest Koontz and Mrs. Bruce Turner. He has one brother, Carl, who lives in Mocksville and works for R. J. Reynolds.

Mrs. Jones is the former Ruth Stroud who was born in adjoining Iredell County. They met at Clarksbury Methodist Church in Iredell County and Jones remembers the occasion well.

"I went to church with another girl and saw Ruth playing the organ," he said. "I was introduced to her and we were married a year later—on New Year's Day in 1932."

Five Children in Family

J. C. and Ruth Jones have five children. The two boys are Archie, who is a Baptist missionary in Ecuador, and Donnie who is a senior at North Carolina State University in Raleigh.

The three girls are Mrs. Curtiss Reavis and Mrs. Jerry McCullough of Mocksville and Mrs. John Vance of Tokyo, Japan whose husband works for the CIA. The Jones have 12 grandchildren.

Jones left Mocksville High School in 1924 and immediately joined the Navy. He returned

home to his father's farm in 1930 and helped with the tobacco and cotton crops.

In 1932 soon after marrying Ruth, he bought a farm of his own adjoining his father's farm. He recalled the depression years: "The first year we produced 12,000 pounds of tobacco and got about seven cents a pound for it. That same tobacco today would have brought about 70 cents."

Discouraged by the low crop prices, Jones went into dairy farming in 1936. "I was milking 25 cows by hand and buying ice to cool the milk," he said. "Just me and my wife."

A Need Is Seen

It was about this time that Jones saw the need for electricity more than ever before. He knew it was the answer to the chores on his dairy farm so he began to investigate the possibilities.

A power company had lines four miles from his house. "But they said it would cost me \$3,000 to have lines run to my house," he said.

Jones then wrote a letter to the Chairman of the Ways and Means Committee in Washington and the reply came that the newly formed REA would be active in North Carolina.

Meanwhile, Jones, local county agents and a REA representative set up community meetings and signed people desiring electric service. Jones was named "Coordinator" and when Davie EMC received its charter in 1939, he was named "Superintendent" (same as manager today).

Little did he know that today, 30 years later, he would still be working to improve the economy of the area served by Davie Electric. The job hasn't been easy. The problems and tensions inherent with the organizing and managing of a growing electric system showed on the face of the man who had faced them for three decades.

"I've been here from the very beginning," he said. "Up until

the war, I knew everyone on our lines. They became dependent on me. I still get 90 percent of the trouble calls and . . . I'm tired."

"I'm thinking of retiring as soon as I can," he added. "I have other interests to keep me busy . . . my kids and grandchildren . . . hunting and fishing. I promised my Board I'd stay through the merger."

He referred to a possible merger between Davie and Cornelius EMC of Cornelius. "Both Boards have authorized their attorneys to proceed on the matter," he said.

Jones pointed out the many advantages of a possible merger, mentioning advantages in purchasing and most of all in securing capital. The target date for the merger is Jan. 1, 1970.

Thirty Years of Service

Davie Electric Membership Corporation was chartered Jan. 14, 1939. After the first full year of operation in 1940, Davie served 1,184 members on 366 miles of line. The co-op now serves over 11,000 member-owners on 1,986 miles of line.

Its present directors are: E. R. Crater, Yadkinville, president; Thomas N. Crawford, Statesville, vice-president; J. S. Dobson, Rt. 2, Statesville, treasurer, R. L. Seaford, Rt. 2, Advance, secretary; W. B. Renegar, Rt. 2, Harmony; G. L. Chatham, Rt. 3, Taylorsville; Conrad Eller, Moravian Falls; W. J. Myers, Rt. 2, Cleveland; Russell Oxford, Rt. 2, Taylorsville; Tom B. Woodruff, Rt. 5, Mocksville, and Paul H. Stroud, Rt. 1, Mocksville.

In addition to its growth in members, Davie has grown in power sales and greatly reduced its rates. The average use of electricity per consumer has climbed from 24 kilowatt hours per month in 1940 to 721 kwh in 1968. Even more important the average cost per kwh has been reduced from 7.3 cents to 1.8 cents.

Showing the soundness of its financial housekeeping, Davie has repaid \$1,798,863 of the \$6,808,401 it has borrowed through the years from REA, plus \$1,433,570 in interest and \$672,340 in advance payment. It has increased to 25.8 percent its member-furnished equity capital



J. C. and Ruth Jones with pictures of their five children and grandchildren.

and in addition has assigned \$2,516,649 in margins as capital credits to members, and has paid \$1,029,282 to members in cash margins.

The cooperative employs 52 people and has an annual payroll of \$400,000.

Active in civic and community activities, Jones is a past president of Tarheel Electric Membership Association and has served on the TEMA board at various times. He is a member and past Master of the Mocksville Masonic Lodge and a former member of the Rotary Club.

He is also active in the Davie County Development Association. He and Mrs. Jones attend the Blaise Baptist Church.

His Biggest Concern

Jones said that one of his biggest concerns was a way that North Carolina's EMCs could obtain cheaper wholesale power. "The power companies should sell us power cheaper than they do . . . and they will when we make them. Our costs for power accounted for 42 percent of our total revenue in 1968...it should be about 30 percent."

Jones said he was "greatly interested" in the current feasibility study being undertaken by North Carolina's EMCs and municipal systems to ascertain whether or not it would be feasible for them to have their own generation and transmission.

Jones is not the only one who

has been with Davie a long time. He said its employees would average over 20 years of service to the co-op. "We have good wages, good working conditions and a good fringe benefit program," he said.

In Step with Change

J. C. Jones has seen some changes and caused some changes in the last thirty years—and during this time he has learned to deal with change. He has realized all along the importance of member relations.

"The cooperatives were born out of necessity and the people that had a terrific need 30 years ago are fast getting out of the picture. The people coming in now as members are not like the old people and they have to be dealt with differently. We have done as much as any co-op in the area of member relations."

As he looks back over the last three decades of service to Davie's members, Jones said, "I take most pride in the fact that of the 11,000 homes we serve, I think I would be welcome in every one of them."

And as he looked back he realized what had been his guiding philosophy during all those years: "If I can't provide these people (members) with dependable, competitively priced electric power, I don't want to stay in this business."

J. C. Jones has done that and more but now he's tired . . . and should get a well-deserved rest.

—Ed Brown

HALE!

Smug as a Rug

Weather reports from the previous home town of a man and his wife reported severe cold weather and heavy snows. Feeling a little smug over the pleasant warm climate they now lived in, they couldn't resist sending a color snap shop back to one of their old neighbors which showed gay blooming flowers, the two of them laughing and lounging on a beautiful lawn and the husband leaning against a power lawn mower.

On the back of the picture was written: "Taken on New Year's Day."

The following week they received a reply back from the old neighbors who sent along a snap shot of the two sitting before a cozy fire with a beautiful shepherd dog at the husband's feet. There was an enclosed note which read: "A darn shame you're still cutting grass in January."

No Problem

Short-haired girl to long-haired boy: "Of course daddy doesn't mind our being alone together. He thinks you're a girl."



"No change? But, Dad, nowadays a dollar is change!"



"Oh, yes . . . and on your way home to dinner, dear, stop and eat out."

Accident Prevention

A persistent insurance salesman was trying to convince a Mr. Horntoot that most accidents occur right inside the house. "You don't have to convince me," sighed Mr. H. "This is my twenty-second wedding anniversary."

Tall Tale

In Boston a minister noticed a group of urchins standing around a dog of uncertain pedigree. "What are you doing, boys?" he asked benignly.

"Swapping lies," said one of the boys. "The fella who tells the biggest one will get the dog."

"Why, when I was your age, I never thought of telling a lie," said the minister shocked.

"You win," chorused the boys. "The dog is yours."

A Little Early

"I hear you have a boy in college. Is he going to become a doctor, an engineer, or a lawyer?"

"That I do not know," was the slow, wistful answer. "Right now the big question is: Is he going to become a sophomore?"

That's Not All

As they arrived at a party, a man whispered to his wife, "Your left stocking seam is crooked."

Quickly she made adjustments without being noticed in the crowd. Then she whispered to him, "Is the right one all right?"

"Sure," he said, "it's seamless."

Horse Sense

An applicant for a driver's license came to the question: "How many feet are required to stop a car traveling 30 mph?" He answered straightforwardly: "Two feet, one for the clutch, one for the brake." He got his license.

Identification

Two Army privates spotted a dead animal lying alongside a camp road and stopped to look at it. "The thing has two stripes," said one.

"That settles it," said the other "It's either a skunk or a corporal."

Extra Helping

A fat lady got on a scale and the hand went all the way around.

The little girl watching gasped and said, "Don't tell me you get all that for a penny."



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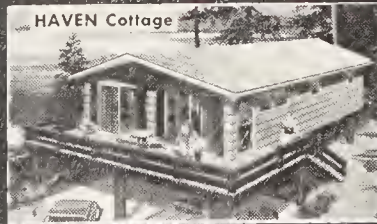
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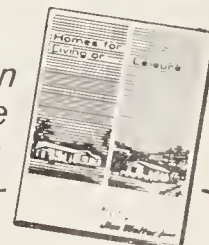
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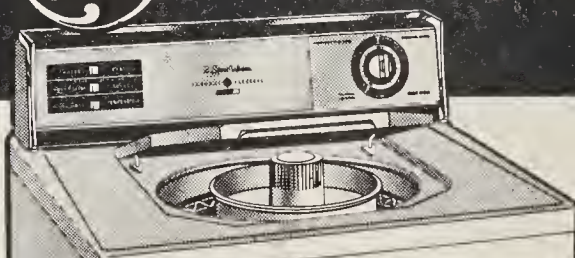
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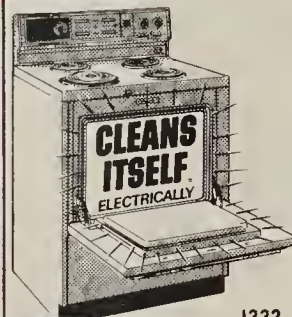


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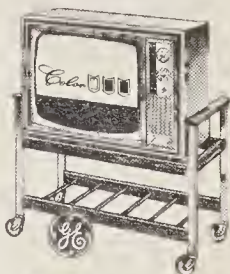
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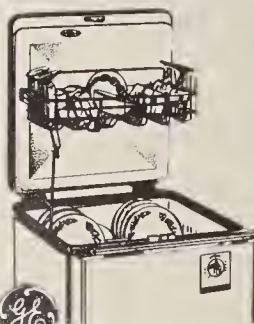
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